In the claims:

Please amend the claims as follows:

1. (Currently Amended): A method of presenting content in a web-based television (TV) environment, the method comprising:

determining a geographic location of a viewer of a web-based TV system;

determining a local context for the viewer based on the determined geographic location, wherein the local context corresponds to a local day-part appropriate for the determined geographic location at the time of presentation;

customizing a content page based on the determined local context, wherein customizing the content page comprises adjusting a look and feel of the content page based on the determined local day-part, and wherein adjusting the look and feel of the content page comprises specifying one or more background colors for the content page; and

presenting the customized content page to the viewer.

2. (Currently Amended): The method of claim 1 wherein the ~~local context~~ local day-part corresponds to a local time of day.

Claims 3-5. (Cancelled).

6. (Original): The method of claim 1 wherein the web-based TV environment comprises a set top device at a local site and a host system at a remote site, and wherein determining a local context comprises accessing information stored at the local site.

7. (Original): The method of claim 1 wherein the web-based TV environment comprises a set top device at a local site and a host system at a remote site, and wherein determining a local context comprises accessing information stored at the remote site.

8. (Original): The method of claim 1 wherein the content page comprises text, graphics, utilities and/or a display of a TV program.

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Claims 9-10. (Cancelled).

11. (Currently Amended): The method of claim 9 1 wherein adjusting a look and feel of the content page comprises specifying a thematic element associated with the determined local context.

12. (Currently Amended): The method of claim 9 1 wherein adjusting a look and feel of the content page comprises modifying a viewer interface for the content page.

13. (Original): The method of claim 1 wherein customizing the content page comprises changing content in the page.

14. (Original): The method of claim 13 wherein changing content comprises changing text and/or graphics on the content page.

15. (Original): The method of claim 14 wherein changing text and/or graphics comprises changing advertisements.

16. (Original): The method of claim 14 wherein changing text and/or graphics comprises changing news or feature headlines.

17. (Original): The method of claim 13 wherein changing content comprises modifying the content page to provide access to one or more utilities.

18. (Original): The method of claim 1 wherein customizing the content page comprises providing access to a communications utility.

19. (Original): The method of claim 17 wherein modifying the content page comprises changing one or more functionalities made available by the content page.

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20. (Original): The method of claim 17 wherein modifying the content page comprises changing links made available by the content page, the links providing access to associated resources.

21. (Original): The method of claim 1 wherein the web-based TV environment comprises a set top device at a local site and a host system at a remote site, and wherein the method further comprises the set top device receiving context-related information from the host system and storing the received information at the local site for future use.

22. (Original): The method of claim 21 wherein customizing the content page comprises retrieving a first portion of context-related information from the local site and a second portion of context-related information from the remote site.

23. (Original): The method of claim 22 wherein the first portion of context-related information corresponds to a look and feel of the content page and the second portion of context-related information corresponds to content of the content page.

24. (Original): The method of claim 23 further comprising determining whether the set top device is actively connected to the host system.

25. (Original): The method of claim 24 wherein customizing the content page comprises retrieving context-related information (i) from the remote site if the set top device is determined to be actively connected to the host system (ii) from the local site if the set top device is determined not to be actively connected to the host system.

26. (Original): The method of claim 1 wherein customizing the content page comprises receiving context-related information in a vertical blanking interval of a TV signal.

27. (Original): The method of claim 1 wherein customizing the content page comprises receiving context-related information using satellite communications.

28. (Original): The method of claim 1 wherein presenting the customized content page to the viewer comprises displaying a window on the viewer's display monitor.

29. (Original): The method of claim 1 wherein presenting the customized content page comprises presenting TV-based content or computer network-based content or a combination of both.

30. (Currently Amended): A method of presenting electronic content in a computer-network based environment including a host computer and a local computer, the method comprising:

determining a geographic location of a user of a computer network;

determining a local context for the user based on the determined geographic location, wherein the local context corresponds to a local day-part appropriate for the determined geographic location at the time of presentation;

selectively retrieving from the host computer or from the local computer context-related information associated with the determined local context; and

customizing the content page based on the retrieved context-related information, wherein customizing the content page comprises adjusting a look and feel of the content page based on the determined local day-part, and wherein adjusting the look and feel of the content page comprises specifying one or more background colors for the content page.

31. (Original): The method of claim 30 wherein the selective retrieval of context-related information from the host computer or from the local computer depends on whether the local computer presently is in communication with the host computer.

32. (Original): The method of claim 30 further comprising determining whether the local computer presently is in communication with the host computer.

33. (Original): The method of claim 32 wherein the selective retrieval of context-related information comprises retrieving information from the host computer if the local computer is determined to be in communication with the host computer, and retrieving information from the local computer if the local computer is determined not to be in communication to the host computer.

34. (Original): The method of claim 30 wherein the computer-network based environment comprises a web-based TV system.

35. (Original): The method of claim 34 wherein the local computer comprises a set top device at a local site and the host computer comprises a host system at a remote site, and wherein determining the local context comprises accessing information stored at the local site.

36. (Original): The method of claim 34 wherein the local computer comprises a set top device at a local site and the host computer comprises a host system at a remote site, and wherein determining the local context comprises accessing information stored at the remote site.

37. (Currently Amended): The method of claim 30 wherein the ~~local context~~ local day-part corresponds to a local time of day.

Claims 38-40. (Cancelled).

41. (Original): The method of claim 30 wherein the content page comprises text, graphics, utilities and/or a display of a TV program.

Claims 42-43. (Cancelled).

44. (Currently Amended): The method of claim 42 30 wherein adjusting a look and feel of the content page comprises specifying a thematic element associated with the determined local context.

45. (Currently Amended): The method of claim 42 30 wherein adjusting a look and feel of the content page comprises modifying a viewer interface for the content page.

46. (Original): The method of claim 30 wherein customizing the content page comprises changing content in the page.

47. (Original): The method of claim 46 wherein changing content comprises changing text and/or graphics on the content page.

48. (Original): The method of claim 47 wherein changing text and/or graphics comprises changing advertisements.

49. (Original): The method of claim 47 wherein changing text and/or graphics comprises changing news or feature headlines.

50. (Original): The method of claim 46 wherein changing content comprises modifying the content page to provide access to one or more utilities.

51. (Original): The method of claim 50 wherein modifying the content page comprises providing access to a communications utility.

52. (Original): The method of claim 50 wherein modifying the content page comprises changing one or more functionalities made available by the content page.

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53. (Original): The method of claim 50 wherein modifying the content page comprises changing links made available by the content page, the links providing access to associated resources.

54. (Original): The method of claim 30 wherein the local computer comprises a set top device at a local site and the host computer comprises a host system at a remote site, and wherein the method further comprises the set top device receiving context-related information from the host system and storing the received information at the local site for future use.

55. (Original): The method of claim 54 wherein customizing the content page comprises retrieving a first portion of context-related information from the local site and a second portion of context-related information from the remote site.

56. (Original): The method of claim 55 wherein the first portion of context-related information corresponds to a look and feel of the content page and the second portion of context-related information corresponds to content of the content page.

57. (Original): The method of claim 54 further comprising determining whether the set top device is actively connected to the host system.

58. (Original): The method of claim 57 wherein customizing the content page comprises retrieving context-related information (i) from the remote site if the set top device is determined to be actively connected to the host system (ii) from the local site if the set top device is determined not to be actively connected to the host system.

59. (Original): The method of claim 30 wherein customizing the content page comprises receiving context-related information in a vertical blanking interval of a TV signal.

60. (Original): The method of claim 30 wherein customizing the content page comprises receiving context-related information using satellite communications.

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61. (Original): The method of claim 30 further comprising presenting the customized content page to a viewer.

Claim 62. (Cancelled).

63. (Currently Amended): A method of presenting electronic content in a web-based television (TV) system including a host computer and a local computer, the method comprising:

    detecting that a viewer of a web-based TV system has requested access to a content page;

    determining a geographic location of the viewer;

    determining a local ~~time-of-~~day-part for the viewer based on the determined geographic location <u>and appropriate for the determined geographic location at the time of presentation</u>;

    determining whether the viewer is logged in to the host computer;

    retrieving day-part information associated with the <u>viewer</u>~~determined local time of day, the day-part information being retrieved~~ (i) from the host computer if the viewer is determined to be logged in to the host computer, or (ii) from the local computer if the viewer is not logged in to the host computer; and

    customizing the content page based on the retrieved day-part information<u>, wherein customizing the content page comprises adjusting a look and feel of the content page based on the determined local day-part, and wherein adjusting the look and feel of the content page comprises specifying one or more background colors for the content page</u>.

64. (Currently Amended): A web-based TV system comprising:

    a set top device at a local site being operatively coupled and capable of logging in to a host computer at a remote site, the set top device comprising software instructions to perform the following operations:

    determine a geographic location of a viewer;

    determine a local context for a viewer of the web-based TV system based on the determined geographic location<u>, wherein the local context corresponds to a local day-part appropriate for the determined geographic location at the time of presentation</u>;

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customize a content page based on the determined local context, <u>wherein the customized content page has a look and feel that is adjusted based on the determined local day-part, and wherein the adjusted look and feel of the content page comprises a specified one or more background colors for the content page</u>; and

present the customized content page to the viewer.

65. (Original): The system of claim 64 further comprising a display monitor, coupled to the set top device, on which the customized content page is presented to the viewer.

66. (Previously Amended): The system of claim 64 wherein the set top device further comprises:

a network adapter for communicating with the host computer; and

a TV receiver for receiving TV signals.

67. (Previously Amended): The system of claim 66 wherein the set top device further comprises instructions to selectively receive context information through the network adapter or through the TV receiver.

68. (Previously Amended): The system of claim 67 wherein the instructions to selectively receive context information comprise instructions to receive information (i) through the network adapter if the set top device is actively logged in to the host computer; and (ii) through the TV receiver if the set top device is not actively logged in to the host computer.

69. (Currently Amended): Computer software, tangibly embodied in a computer-readable medium and/or in a propagated carrier signal, for presenting electronic content in a web-based television (TV) system including a host computer and a local computer, the software comprising instructions to perform the following operations:

detect that a user of a web-based TV system has requested access to a content page;

determine a geographic location of the user;

determine a local context for the user based on the determined geographic location, wherein the local context corresponds to a local day-part appropriate for the determined geographic location at the time of presentation;

determine whether the user is logged in to the host computer;

retrieve context-specific information associated with the determined local context, the information being retrieved (i) from the host computer if the user is determined to be logged in to the host computer, or (ii) from the local computer if the user is not logged in to the host computer; and

customize the content page based on the retrieved context-specific information, wherein the customized content page has a look and feel that is adjusted based on the determined local day-part, and wherein the adjusted look and feel of the content page comprises a specified one or more background colors for the content page.

70. (Previously Added): The method of claim 1 in which determining the geographic location of the viewer comprises accessing user profile information in a database and determining the geographic location based on the user profile information.

71. (NEW): A server configured to:

receive a request for content from a requestor;

determine a response to the request that is customized based on a local day-part of the requestor associated with the request, wherein a first response determined to a first request associated with a first day-part differs from a second response determined to a second request associated with a second day-part that differs from the first day-part; and

provide the response to the requestor.

72. (NEW): The server of claim 71 wherein the local day-part corresponds to a local time of day.

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73. (NEW): The server of claim 71 wherein determining the response comprises customizing a content page by adjusting a look and feel of the content page to complement the local day-part.

74. (NEW): The server of claim 73 wherein adjusting the look and feel of the content page comprises specifying one or more background colors for the content page.

75. (NEW): The server of claim 73 wherein adjusting the look and feel of the content page comprises specifying a thematic element associated with the local day-part.

76. (NEW): The server of claim 73 wherein adjusting the look and feel of the content page comprises modifying a viewer interface for the content page.

77. (NEW): The server of claim 73 wherein customizing the content page comprises changing content in the page.

78. (NEW): The server of claim 77 wherein changing content comprises changing text and/or graphics on the content page.

79. (NEW): The server of claim 78 wherein changing text and/or graphics comprises changing advertisements.

80. (NEW): The server of claim 77 wherein changing content comprises modifying the content page to provide access to one or more utilities.

81. (NEW): The server of claim 80 wherein modifying the content page comprises changing one or more functionalities made available by the content page.